

Rep Order# 6865523 Ver# 1 Status New Traffic Order# Printed: 10/19/2012 9:26 AM 1 of 3

EC'd Yes Last Received: 10/19/2012 8:50 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.  
Advertiser ( ) PRIORITIES USA ACT1  
Product PRIORITIES USA ACT  
Estimate# 1790  
Buyer Media Placement  
Phone#  
Fax#

Agency ( ) MUNDY KATOWITZ MEDIA INC  
1322 G. STREET SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 321/340/1790  
Flight Dates 10/30/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

THIS IS A NEW CONTRACT  
TOTAL 69,000  
PLS CONFIRM ASAP  
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU	5A-6A	WAVY NEWS-5A<	:60	\$4,000.00	10/30-10/30	1	1	1	\$4,000.00	
	2	TH	5A-6A	WAVY NEWS-5A<	:60	\$4,000.00	11/01-11/01	1	1	1	\$4,000.00	
	3	M	5A-6A	WAVY NEWS-5A<	:60	\$4,000.00	11/05-11/05	1	1	1	\$4,000.00	
	4	TU	5A-6A	WAVY NEWS-5A<	:60	\$4,000.00	11/06-11/06	1	1	1	\$4,000.00	
	5	W	7A-9A	TODAY SHW<	:60	\$6,000.00	10/31-10/31	1	1	1	\$6,000.00	
	6	F	7A-9A	TODAY SHW<	:60	\$6,000.00	11/02-11/02	1	1	1	\$6,000.00	
	7	TU	7A-9A	TODAY SHW<	:60	\$6,000.00	11/06-11/06	1	1	1	\$6,000.00	
	8	TU	9A-10A	TODAY SHW2-NBC	:60	\$3,000.00	10/30-10/30	1	1	1	\$3,000.00	
	9	M	9A-10A	TODAY SHW2-NBC	:60	\$3,000.00	11/05-11/05	1	1	1	\$3,000.00	
	10	W	10A-11A	TODAY SHW3-NBC	:60	\$2,000.00	10/31-10/31	1	1	1	\$2,000.00	
	11	TH	11A-12P	HAMPTN RDS SHW<	:60	\$600.00	11/01-11/01	1	1	1	\$600.00	

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Advertiser (    ) PRIORITIES USA ACTI    1322 G. STREET SE    Sales Office (    )  
Product PRIORITIES USA ACT    WASHINGTON, DC 20003    Salesperson (    ) ANJIE BRADY  
Estimate# 1790    Agency C/P1/P2/E 321/340/1790    Salesperson Phone# 215-567-6005  
Buyer Media Placement    Flight Dates 10/30/2012 - 11/06/2012    Salesperson FAX# 215-567-5938  
Phone#    Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	12	F	12P-1P	WAVY NEWS10-NN<	:60	\$1,200.00	11/02-11/02	1	1	1	\$1,200.00	
	13	M	2P-3P	DOCTORS<	:60	\$600.00	11/05-11/05	1	1	1	\$600.00	
	14	W	530P-6P	WAVY10NWS-5.30<	:60	\$5,000.00	10/31-10/31	1	1	1	\$5,000.00	
	15	TH	6P-630P	WAVY NEWS10-6<	:60	\$6,000.00	11/01-11/01	1	1	1	\$6,000.00	
	16	TU	7P-730P	ENT TONIGHT 30<	:60	\$4,000.00	10/30-10/30	1	1	1	\$4,000.00	
	17	TH	1135P-1235A	TONITE SHW-NBC<	:60	\$2,000.00	11/01-11/01	1	1	1	\$2,000.00	
	18	SA	7A-8A	WAVY NWS SAT7A	:60	\$3,000.00	11/03-11/03	1	1	1	\$3,000.00	
	19	SA	7P-8P	ENT TONITE60 W	:60	\$1,000.00	11/03-11/03	1	1	1	\$1,000.00	
	20	SU	8A-9A	SUNDAY TODAY SHOW	:60	\$3,600.00	11/04-11/04	1	1	1	\$3,600.00	

---REPORT TOTALS---  
Report Totals: 20 / \$69,000.00

---SALES MONTHLY TOTALS---  
Nov 12: 20 / \$69,000.00  
Sales Totals: 20 / \$69,000.00  
Station Totals: 20 / \$69,000.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---  
Market Totals \$209,091    CATV 0%    WAVY 33%    WGNT 6%    WPXV 0%    WTKR 23%  
WTVZ 4%    WVBT 8%    WVEC 26%

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---COMPETITIVE COMMENTS---  
COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

--- CREDIT RISK ---  
CASH IN ADVANCE